

# Sindy®

**2400  
TVR  
ADVERTISING!**

Check Out  
Sindy's  
New Website  
[www.sindy.com](http://www.sindy.com)

- Clear number two fashion doll brand!
- 28% sales increase vs Barbie's UK decline!
- Cool tech intro's with traditional play patterns!
- Even stronger value focus vs competition!
- Sindy TV support - 2,400 TVRs (outspent Barbie Jan-June)!
- Targeted to younger girls 3 - 6 years, it's working!



Pop Stars get ready in the Make Up Area!



Spin the Magic Wheel for a Quiz Game!



Who will win Flickball?



## Sindy TV

Now girls can put on their own TV show with Sindy TV. Interview their favourite stars, play fun packed games, there's even a dressing room where their favourite bands can get ready. It's just like all their favourite morning TV shows!

Features electronic sound effects and special voice introductions. Includes Sindy fashion outfit. Dolls not included.

Requires 3 AA batteries - Available - April

Ref 26670

**VIVID**  
IMAGINATIONS

**When You're Number 2, You Try Harder!**



# Sindy

## Loves to be cool!

### beach fun

**Cool!  
Jewel  
stickers for  
you and  
Sindy!**

**Beach Fun  
Sindy**

Sindy looks so  
dazzling in her new  
sparkling bikini!

Available - December  
**REF 26390**

**Hot Pop Stars  
Sindy + Mel**

Wow! Sindy and Mel look so  
trendy in their popstar outfits!  
Their new boots are just so  
cool. Girls can also help Sindy  
dress up with fantastic jewel  
stickers.

Available - December

**REF 26400**

### hot pop star

**Sticker  
Sindy's  
tee shirt  
with the cool  
Transfers!**

**Sindy Fashion  
Collection**

Assortment of four different  
fantastic outfits and  
accessories

Available - December

**REF 26330**

**Manchester  
United  
Crazy Sindy**

Sindy is a big supporter of  
Manchester United and she  
looks so cool in her Manchester  
United shirt dress. You can wear  
her scarf friendship bracelet  
and there's even a set of  
stickers to customise her dress!

Available - December

**REF 26640**





# Sindy

## Digimon Sindy

New Digimon Cool Sindy comes with authentic Digimon beads to dress Sindy's hair with.

Create funky styles using the magic hair beads and styler included.

Available - December

REF 26690

**Extra value!**  
Includes  
**Digimon**  
**Body art**  
**transfers**



"Hello, I'd like to get the girls together at the disco!"

"That reminds me! Have you seen Robbie's new haircut today? He looks cool!"

"Hi! Would you like to have an ice cream at the cafe?"

**You can really phone up and talk to Sindy!**



**OVER 1000 phrases**



## TALKING PHONE \*

### Talking Phone Sindy

Girls can call Sindy with this cool mobile phone. It's just like Sindy's! Just dial Sindy's number and you can talk to each other for as long as you like!

Requires 3 x AAA batteries

Available - April

REF 26500



## Mega Sounds Cafe

The perfect place to have a Sindy party and invite all her friends! This fun packed Cafe with real cafe sounds transforms into an electronic Disco, with flashing lights and party music! Packed with accessories including drinks machine, kitchen utensils, menu cards, tray, cutlery, seating and more!

Requires 3 AA batteries

Available - Now

REF 26970

WALLS NOT INCLUDED

**MEGA SOUNDS CAFE**



**Cafe transforms into Mega Disco!**

**Disco lights flash with the music!**

**From disco to hear 3 different disco tracks!**





# Sindy

## Loves

## to care



**Feed baby Emma with her bottle!**



**Take the bottle away too early and baby Emma cries!**



**Now she's happy and has had enough to drink, she's ready for sleep!**



### Baby Feed and Love Sindy

Baby Emma must be hungry! It's feeding time! Listen to her drink her bottle, but make sure you give her enough. When she's finished, she will be ready for sleep. Goodnight Baby Emma!

Requires 1 x AG12 Batteries - Included

Available - December

**SR 26.99**



### Puppy Feed and Love Sindy

Sindy's dalmatian puppy Domino takes a lot of love and care! Is Domino hungry or thirsty?

Try feeding him with a bowl, if he whimpers unhappily he must be thirsty! Let him drink from his bowl and he'll let you know that he is happy with a loud bark! Once Domino is full, he will start snoring as he goes to sleep!

Requires 3 x AG12 Batteries - Included

Available - December

**SR 26.99**

**Puppy Feed and Love**



Whimper Whimper

**Is puppy Domino hungry...? No!**

Crunch Crunch

Sleep Sleep Bark Bark

**Is he thirsty? Yes he's barking happily!**

Time for a sleep!

**Time for a sleep!**



**SINDY'S A VET TOO!**



## VET & RIDER

### Animal Hospital Vet and Rider Sindy

Two outfits in one! Vet Sindy can make her beautiful Palomino horse Zoe better with colour change magic. Then she can ride off in her real riding gear! Great value playset includes riding tack, vet, boots, stethoscope, sponge and bandage.

Available - Now

**SR 26.99**



# Sindy

## Loves Fantasy

**Raise  
Sindy's  
Leg!**



*Magic Moves*  
**Ballerina**

**See! Her head  
turns as her  
arms lift!**



**She  
performs  
the splits**



**Sindy  
magically  
performs  
beautiful  
ballet moves  
like a real  
ballerina!**



**Magic Moves  
Ballerina**

*Sindy magically performs  
beautiful ballet moves.*

*Just like a real ballerina!*

*Available - December*

**REF 26370**

**Swimming  
Mermaid Sindy**

*Wow! Sindy is a lovely  
mermaid and she really swims!  
She loves going swimming  
with her two special twins!*

*Available - December*

**REF 26450**

**Sindy  
really  
swims!**



**Remove  
Sindy's mermaid  
tail to reveal  
her stunning  
bikini!**

**SWIMMING  
MERMAID**

**FAIRY TALE  
Princess**

**Includes  
crystal  
slippers!**



**Fairy tale Princess**

*Sindy looks just fabulous in  
her beautiful party dress!  
Includes a stylish hairnet,  
a princess crown and crystal  
slippers.*

*Available - December*

**REF 26620**



# Sindy

## Secret Whispers

**Wear the Magic earrings and Sindy whispers her secrets only to you!**



"Can I tell you a secret?"

"I wish I was a princess!"

"I want to be a pop star!"

### Secret Whispers Sindy

Sindy will tell you all her secrets when you hold her close to you.

Wear the magic earrings... and she will whisper only to you. Sindy has lots of secrets to share!

Includes a beautiful dress with flowing train and matching magic earrings for girls to wear and to unlock Sindy's secrets.

Requires 3 x AG13 Batteries - Included!

Available - April

REF 26440



### Advertising and Promotion Planner 2001

|                          | J | F | M | A | M | J | J | A | S | O | N | D |
|--------------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| TV Advertising 2400 TV's |   |   |   |   |   |   |   |   |   |   |   |   |
| Sindy Comic              |   |   |   |   |   |   |   |   |   |   |   |   |
| 40th Anniversary Launch  |   |   |   |   |   |   |   |   |   |   |   |   |
| PR / Competitions        |   |   |   |   |   |   |   |   |   |   |   |   |
| Sindy Web Site           |   |   |   |   |   |   |   |   |   |   |   |   |
| Third Party Licensing    |   |   |   |   |   |   |   |   |   |   |   |   |

### Product and Pack specifications

Colour and specification subject to change

| Ref No. | Description                       | Outer Pack | Pack Style   | Available | Barcode         | Pack Dimensions | TV              |
|---------|-----------------------------------|------------|--------------|-----------|-----------------|-----------------|-----------------|
|         |                                   |            |              |           |                 | H x W x D       |                 |
| 26190   | Beach Fun Sindy                   | 12         | Window       | December  | 502 512 326 390 | 8               | 325 x 80 x 55   |
| 26400   | Hot Popstar Sindy                 | 6          | Window       | December  | 502 512 326 400 | 4               | 325 x 100 x 55  |
| 26410   | Hot Popstar Mail                  | 6          | Window       | December  | 502 512 326 410 | 3               | 325 x 100 x 55  |
| 26460   | Manchester United Crazy Sindy     | 6          | Window       | December  | 502 512 326 660 | 2               | 325 x 155 x 55  |
| 26530   | Sindy Fashions Assortment         | 24         | Blister Card | December  | 502 512 326 530 | 8               | 308 x 104 x 30  |
| 26490   | Digimon Sindy                     | 6          | Window       | December  | 502 512 326 690 | 6               | 325 x 121 x 55  |
| 26100   | Talking Phone Sindy               | 6          | Window       | April     | 502 512 326 500 | 1               | 325 x 200 x 55  |
| 26170   | Magic Sound Cafe                  | 4          | Closed Box   | Now       | 502 512 326 270 | 3               | 408 x 500 x 150 |
| 26470   | Sindy TV                          | 4          | Closed Box   | April     | 502 512 326 670 | 1               | TBA             |
| 26180   | Baby Feed and Love Sindy          | 6          | Window       | December  | 502 512 326 430 | 6               | 325 x 150 x 55  |
| 26140   | Puppy Feed and Love Sindy         | 6          | Window       | December  | 502 512 326 740 | 1               | 325 x 150 x 60  |
| 26180   | Animal Hospital Vet + Rider Sindy | 6          | Closed Box   | Now       | 502 512 326 280 | 2               | 335 x 420 x 100 |
| 26420   | Fairy Tale Princess               | 6          | Window       | December  | 502 512 326 620 | 6               | 325 x 125 x 55  |
| 26170   | Magic Moves Ballerina             | 6          | Window       | December  | 502 512 326 570 | 0               | 325 x 135 x 55  |
| 26450   | Swimming Nemo Sindy               | 6          | Window       | December  | 502 512 326 450 | 9               | 325 x 130 x 55  |
| 26440   | Secret Whispers Sindy             | 6          | Window       | April     | 502 512 326 440 | 0               | 370 x 300 x 103 |

**VIVID**  
IMAGINATIONS

Tel: 01428 644 445

Fax: 01428 644 223

E-Mail: info@vividimag.co.uk

© 1999 Vivid Imaginations Ltd. Sindy® is the trademark of Progress Toys & Toys Limited used under licence by Vivid Imaginations Limited



Name: **BEACH PARTY SINDY**  
 Retailer No: 26850

Beach Party Sindy  
 Barcode: 502513326851 4

Beach Party Mel  
 Barcode: 502513326852 1

Beach Party Sindy (Brazilia)  
 Barcode: 502513326853 8

- Box Description:**
- Assortment of 3 dolls.
  - Dolls wear 000 swimwear.
  - Item pack style which includes a cut out Sun Board.
  - New packaging with Euro look or free standing.

Age: 3 +  
 Rating: **BB**



**Beach Party**  
**Sindy**

|                  |                   |
|------------------|-------------------|
| Available:       | December 2001     |
| TS:              | N/A               |
| Product size cm: | 295 x 100 x 35    |
| Product:         | Open Display Card |
| Main Color By:   | 5                 |

*Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy*

Name: **PRINCESS MERMAID SINDY**  
 Retailer No: 26859  
 Barcode: 502513326856 2

- Box Description:**
- New line (new paint) Mermaid.
  - Features soft pink tail.
  - Available for both time.

Age: 3 +  
 Rating: **BB**



**Princess Mermaid**  
**Sindy**

|                  |                |
|------------------|----------------|
| Available:       | December 2001  |
| TS:              | N/A            |
| Product size cm: | 325 x 100 x 35 |
| Product:         | Whisper Box    |
| Main Color By:   | 5              |

*Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy*

Name: **FAIRY BALLERINA**  
 Retailer No: 26865  
 Barcode: 502513326860 2

- Box Description:**
- Sindy looks working in her sparkling Super Fun-tail.
  - Arranged to perform as a Star Collection.

Age: 3 +  
 Rating: **BB**



**Fairy Ballerina**  
**Sindy**

|                  |                |
|------------------|----------------|
| Available:       | December 2001  |
| TS:              | N/A            |
| Product size cm: | 325 x 100 x 35 |
| Product:         | Whisper Box    |
| Main Color By:   | 5              |





Sindy can magically Hula!

# HULA

## Sindy

|                    |                     |
|--------------------|---------------------|
| Available:         | December 2001       |
| TV:                | 310 TVR's Spring TV |
| Pack Dimensions:   | 325 x 150 x 55      |
| Pack Style:        | Window Box          |
| Master Carton Qty: | 6                   |

|                   |   |                |       |          |                |
|-------------------|---|----------------|-------|----------|----------------|
| Name:             | MAGIC HULA SINDY  | Item/Asset No: | 26895 | Barcode: | 502512326895 8 |
| Item Description: | <ul style="list-style-type: none"> <li>Sindy can magically Hula!</li> <li>She wears a cool hula hula outfit.</li> </ul> |                |       |          |                |
| Age:              | 3 +   |                |       |          |                |
| Reference:        | N/A   |                |       |          |                |

Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy



# Birthday Surprise

## Sindy

|                    |                     |
|--------------------|---------------------|
| Available:         | December 2001       |
| TV:                | 340 TVR's Spring TV |
| Pack Dimensions:   | 325 x 160 x 55      |
| Pack Style:        | Window Box          |
| Master Carton Qty: | 6                   |

|                   |   |                |       |          |                |
|-------------------|---|----------------|-------|----------|----------------|
| Name:             | BIRTHDAY SURPRISE SINDY   | Item/Asset No: | 26855 | Barcode: | 502512326855 2 |
| Item Description: | <ul style="list-style-type: none"> <li>Features Magic Birthday Cake.</li> <li>Proximity sensors allow Sindy to magically blow out the LED candle.</li> <li>Candy's friends wish her Happy Birthday and when the candle goes out, Sindy makes a secret wish.</li> <li>Ideal birthday party present!</li> </ul> |                |       |          |                |
| Age:              | 3 +   |                |       |          |                |
| Batteries:        | 2 x LR04 (included)   |                |       |          |                |



Flashes  
Sounds and  
Lights



The moon lights up and  
plays music!

## Magic Musical Moonlight Sindy

|                      |                       |
|----------------------|-----------------------|
| Available:           | July 2002             |
| Tv:                  | 360 TVRs Autumn<br>TV |
| Pack item size (cm): | 325 x 190 x 55        |
| Pack Style:          | Window Box            |
| Master Card No.:     | 6                     |

Name: **MAGIC MUSICAL MOONLIGHT** Item/Asst No: **26875**

- Item Description:
- Sindy is a girl's best bedtime friend.
  - With her hair and soft nightgown, Sindy is ready to go to bed.
  - Moon will light up and play "Twinkle, twinkle little star".
  - The moon can be activated with or without Sindy.

Barcode: 50251326875 0

Age: 3 +  
Battery: 3 x AAA (included)

Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy



Buttercup, Woodbell  
and Rosebell!

## Fairy Princess & Flower Triplets Sindy

|                      |                       |
|----------------------|-----------------------|
| Available:           | July 2002             |
| Tv:                  | 390 TVRs Autumn<br>TV |
| Pack item size (cm): | 325 x 200 x 55        |
| Pack Style:          | Window Box            |
| Master Card No.:     | 6                     |

Name: **FAIRY PRINCESS AND FLOWER TRIPLETS** Item/Asst No: **26860**

- Item Description:
- Sindy comes with her little triplets, Buttercup, Woodbell and Rosebell.
  - Sindy recognizes and talks to each triplet.
  - Touch sensitive technology makes it seem like magic!
  - Sindy wears a beautiful fairy dress, and the triplets come in cute flower petal beds.

Barcode: 50251326860 6

Age: 3 +  
Battery: 3 x AA44 (included)

Electronic  
Interactive





Cool Heart-Shaped Backpack!

**Holiday Fun**  
**Sindy**

|                      |                      |
|----------------------|----------------------|
| Available:           | December 2001        |
| TC:                  | N/A                  |
| Full Size (cm x cm): | 200 x 295 x 50       |
| Full Size:           | PVC Presentation Bag |
| Master Carton Qty:   | 6                    |

**Name:** HOLIDAY FUN SINDY

**Item/Asst No:** 26910

**Barcode:** 502512326910 8

**Item Description:**

- Sindy is dressed for the beach, wearing her swim cap and cool sunglasses.
- Best sunglasses and Party Hats for the girl included in the pack along with 2 cool sets of stickers.
- Doll and accessories carried in a trendy backpack.

**Age:** 3 +

**Substrate:** N/A

Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy



Patti gets ready to throw confetti!

**Beautiful Bride & Bridesmaid**  
**Sindy**

|                      |                |
|----------------------|----------------|
| Available:           | December 2001  |
| TC:                  | N/A            |
| Full Size (cm x cm): | 325 x 180 x 55 |
| Full Size:           | Window Box     |
| Master Carton Qty:   | 6              |

**Name:** BEAUTIFUL BRIDE SINDY & BRIDESMAID

**Item/Asst No:** 26870

**Barcode:** 502512326870 5

**Item Description:**

- Sindy looks beautiful in her amazing wedding dress.
- She is accompanied by her pretty little bridesmaid Patti.
- Patti gets ready to throw confetti!

**Age:** 3 +

**Substrate:** N/A